

**Personnel Procurement**

# **Army Promotional Recruiting Support Programs**

**Headquarters  
Department of the Army  
Washington, DC  
01 April 2001**

**UNCLASSIFIED**

# ***SUMMARY of CHANGE***

AR 601-2

Army Promotional Recruiting Support Programs

This revision--

- o Changes the title of regulation to Army Promotional Recruiting Support Programs.
- o Deletes the Interim changes paragraph from the Title page.
- o Replaces the references to AR 600-50 with DOD 5500.7-R, Joint Ethics Regulation in paragraphs 3-2c(3) and 6-2g.
- o Adds Chapter 7, Hometown Recruiter Assistance Program.
- o Changes the number of days HRAP participants are detailed on HRAP duty from 20 days to 14 days in paragraph 7-3.
- o Eliminates the use of DA Form 4187 and incorporates the use of DA Form 31 only.
- o Supersedes AR 601-64 dated 15 July 1980.

Effective 13 April 2001

**Personnel Procurement**

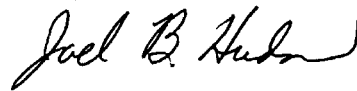
**Army Promotional Recruiting Support Programs**

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**By Order of the Secretary of the Army:**

ERIC K. SHINSEKI  
*General, United States Army*  
*Chief of Staff*

Official:



JOEL B. HUDSON  
*Administrative Assistant to the*  
*Secretary of the Army*

**History.** This printing publishes a revision of this publication. Because the publication has been extensively revised, the changed portions have not been highlighted.

**Summary.** This regulation establishes policies, procedures, and instructions for the conduct of the Total Army Involvement in Recruiting Program; General Officer Sponsor Program; Educator/Centers of Influence Tour Program; Centers of Influence Events; Delayed Entry Program/Delayed Training Program Functions;

Hometown Recruiting Assistance Program; DA Civilian Recruiting Program; and Installation and Major Command Recruiting Program.

**Applicability.** This regulation applies to the Active Army (RA), the Army National Guard of the United States (ARNGUS), and the U.S. Army Reserve (USAR). It also applies to the U.S. Military Entrance Processing Command for Centers of Influence Events that it initiates in support of the Department of Defense Student Testing Program.

**Proponent and exception authority.** The proponent of this publication is the Deputy Chief of Staff for Personnel (DCSPER). The DCSPER has the authority to approve exceptions to this publication that are consistent with controlling law and regulation. The DCSPER may delegate this approval authority, in writing, to a division chief within the proponent agency in the grade of colonel or the civilian equivalent.

**Army management control process.** This regulation is subject to the requirements of AR 11-2. It contains internal control provisions and identifies a key

management control that must be evaluated.

**Supplementation.** Supplementation of this regulation and establishment of command and local forms are prohibited without prior approval from HQDA (DAPE-MPA), WASH DC 20310-0300.

**Suggested Improvements.** Users are invited to send comments and suggested improvements on DA Form 2028 (Recommended Changes to Publications and Blank Forms) directly to HQDA (DAPE-MPA), WASH DC 20310-0300.

**Distribution.** This publication is available in electronic media only and is intended for command levels C and D for the Active Army, the Army National Guard, and the U.S. Army Reserve.

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\*This regulation supersedes AR 601-2 dated 29 April 1991 and AR 601-64 dated 15 July 1980.

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# **Chapter 1**

## **Army Promotional Recruiting Support Programs**

### **Section I**

#### **Introduction**

##### **1–1. Purpose**

This regulation establishes policy, responsibilities, and procedures for conduct of the following promotional recruiting support programs:

*a.* Total Army Involvement in Recruiting (TAIR) Program, whereby major Army commands (MACOM), field operating agencies (FOA), the Army National Guard of the United States (ARNGUS), and the U.S. Army Reserve (USAR) furnish equipment and personnel as requested by the U.S. Army Recruiting Command (USAREC) to participate in recurring and continued promotional activities which enhance attainment of the Total Army recruiting mission. The TAIR program is focused on two basic campaigns:

- (1) Prospects (primary), and
- (2) Army Awareness (secondary).

*b.* The General Officer Sponsor Program (GOSP) supports and encourages the recruiting field force and gives information on Army opportunities and options to centers of influence (COI), parents, and students.

*c.* The Educator/Centers of Influence (E/COI) Tour Program provides E/COI tours of Army installations and activities for educators and centers of influence.

*d.* The Centers of Influence (COI) Events Program provides information on Army opportunities and options to COI. For the U.S. Military Entrance Processing Command (USMEPCOM), COI events provide information on the Department of Defense (DOD) Student Testing Program; in particular, the Armed Services Vocational Aptitude Battery (ASVAB) tests offered in the nation's high schools.

*e.* Delayed Entry Program (DEP)/Delayed Training Program (DTP) functions, reinforce the commitment made by members of the Army's DEP and DTP.

##### **1–2. References**

Required and related publications are listed in appendix A.

##### **1–3. Explanation of abbreviations and terms**

Abbreviations and special terms used in this regulation are explained in the glossary.

### **Section II**

#### **Responsibilities**

##### **1–4. Deputy Chief of Staff for Personnel (DCSPER)**

The DCSPER will—

- a.* Establish policy for the conduct of the Regular Army (RA) and USAR promotional recruiting programs and provide guidance to USMEPCOM in regards to COI events in support of the DOD Student Testing Program.
- b.* Monitor and ensure adequate funding for recruiting activities.

##### **1–5. Commanding General, U.S. Army Personnel Command (CG, PERSCOM)**

The CG, PERSCOM will—

- a.* Promote use of Army bands in RA and USAR recruiting promotion projects.
- b.* Select Army members who can promote recruiting and provide lists and dates that are available to USAREC. This includes sport clinicians, chess clinicians, craftsmen, and artists.
- c.* Publicize support of Army recruiting to gain support and assistance from retirees.
- d.* Coordinate visits by installation education services officers and USAREC education specialists to state educational agencies and professional state education associations.
- e.* Provide ideas for brochures and pamphlets describing educational programs and opportunities available through the Army Continuing Education System (ACES) for distribution to schools.
- f.* Provide resupply of recruiting publicity items (RPI) to field recruiters from the Publications Distribution Center according to memorandum of understanding with USAREC.
- g.* Provide quarterly listings of all Individual Ready Reserve (IRR) personnel to USAREC and Reserve Components to assist in recruiting prior service personnel.
- h.* Provide promotional materials on specific educational programs and services to MACOMs, USAREC, Reserve Officer Training Corps (ROTC), Office of the Chief of Public Affairs (OCPA), Office of the Secretary of the Army,

and installation education centers. Materials may include speech inserts, slides, news and electronic releases, and graphics.

#### **1-6. Chief of Public Affairs**

The Chief of Public Affairs will—

- a.* Provide public affairs guidance for RA and USAR promotional recruiting support programs to Army commands and agencies.
- b.* Coordinate public information releases for promotional recruiting support programs to the news media.
- c.* Develop public affairs initiatives to expand the public's knowledge and understanding of the Army's recruiting efforts.
- d.* Encourage Army speakers to include recruiting messages in speaking engagements and contacts with citizens. Provide speech file service and other supporting materials to Army speakers.
- e.* Assist with public affairs plans for recruiting campaigns conducted by USAREC.
- f.* Assist USAREC in placing recruiting information packets with Army members whose interaction with the civilian community is frequent.
- g.* Encourage coordination between USAREC and installation public affairs offices concerning public events with recruiting potential.

#### **1-7. Chief, National Guard Bureau (NGB)**

The Chief, NGB will—

- a.* Encourage States, through state Adjutant Generals, to support Total Army recruiting efforts as state priorities permit.
- b.* Encourage States to provide resources (that is, equipment and manpower) of the ARNG to support Total Army recruiting and awareness efforts when RA and USAR resources have been exhausted or when significant cost efficiencies can be accommodated. USAREC requirements on the ARNG will be coordinated through the Adjutant General in the State where the requirement exists. Coordination between USAREC and NGB-ARP-RPM is not required.
- c.* Encourage participation in recruiting conferences.

#### **1-8. Chief, Army Reserve**

The Chief, Army Reserve will—

- a.* Provide funds to the Commanding General, U.S. Army Recruiting Command (CG, USAREC) for support of the USAR recruiting mission.
- b.* Provide man-day space funding for USAR units and individuals to support recruiting efforts as well as funding for USAR related TAIR, GOSP, E/COI tours, COI events, and DTP functions.
- c.* Conduct a national publicity program for the USAR.
- d.* Encourage participation in recruiting conferences.
- e.* Help select new platforms for the Army's recruiting messages and aid USAREC in obtaining access to these platforms.

#### **1-9. Commanding General, U.S. Army Recruiting Command**

The CG, USAREC will—

- a.* Serve as the executive agency for the DCSPER responsible for execution and supervision of all RA and USAR promotional recruiting support programs.
- b.* Develop detailed guidance and procedures for conduct of RA and USAR promotional recruiting support programs.
- c.* Ensure that units/installations providing assets receive support requests not less than 45 calendar days prior to the project start date.
- d.* Establish funding requirements for RA and USAR recruiting and execute the budget for all promotional recruiting support programs.
- e.* Coordinate with supporting units to maintain points of contact for planning of promotional recruiting support efforts.
- f.* Measure the effectiveness and efficiency of all promotional recruiting support programs.
- g.* Conduct routinely scheduled conferences with supporting units to improve recruiting support programs, coordinate Army assistance, and review request procedures.
- h.* Give priority to projects that prove most effective and efficient. Discontinue or limit projects that have proven less effective and efficient.
- i.* Establish and execute man-day space funding requirements in support of promotional recruiting support programs.

- j. Determine priority of support between Recruiting Battalions (Rctg Bn) and Recruiting Brigades (Rctg Bde) when necessary.
- k. Provide recruiting information packets to agencies and speakers for use.
- l. Supply exhibit items for conferences and seminars to OCPA and PERSCOM.
- m. Establish key management control procedures for DEP/DTP functions and COI/Educator events in accordance with AR 11-2.

## **1-10. Commanders at all levels**

These commanders will—

- a. Support the Army's RA and USAR recruiting mission as directed by this regulation.
- b. Direct subordinate units to assist with promotional recruiting support programs.
- c. Seek support for RA and USAR recruiting from COI.
- d. Conduct public affairs programs supporting promotional recruiting programs.
- e. Ensure that installation and activity commanders maintain a central coordination office responsible for processing support requests for all tenant units and provide a point of contact to USAREC.
- f. Participate in recruiting support conferences.
- g. Provide recruiting support from local resources whenever possible.
- h. Explain and promote ARNG and USAR to both public and command information audiences.
- i. Provide recruiting information to installations for use in speaker's kits.
- j. Provide public affairs assets to Rctg Bn and promote the positive story such assets produce.
- k. Conduct frequent installation tours for groups of COI's and prospects.
- l. Respond to support requests made within time frames stated in paragraph 2-3c.
- m. Provide timely responses to USAREC requests for support as stated in paragraph 2-3d. Cancellations of previously approved assets must be minimized in order for recruiters to maintain their credibility in communities.
- n. Explain the Army service advantages to improve soldier understanding. Promote word-of-mouth advertising by soldiers in their hometown communities and day-to-day contact with the public.
- o. Ensure support personnel participating in promotional recruiting projects are properly briefed/rehearsed prior to their presentation.
- p. Provide to USAREC material necessary for publication of catalogs describing available TAIR assets.
- q. Promote access to Army clubs, theaters, and other recreational facilities for recruiters, COI, and prospects (AR 215-1).

## **Chapter 2**

### **Total Army Involvement in Recruiting Program**

#### **2-1. Objectives**

The objectives of the TAIR Program are to—

- a. Help maintain the Army's authorized RA and USAR personnel strength.
- b. Help recruit specific military occupational specialties (MOS) and attain the High School Diploma Graduate (HSDG) and test score category (TSC) I-III recruiting goals each fiscal year.
- c. Improve the Army's image through the use of promotional assets which increase awareness and interest in Army opportunities.
- d. Help maintain coordination between the recruiting force, the Army Staff, the Army in the field, the ARNG, and the USAR.

#### **2-2. Policy**

- a. Two basic campaigns will be conducted under the TAIR program in order of priority as follows:

(1) *Prospect campaign.* These activities will be conducted to reach the primary recruiting audience in high schools, colleges, and similar settings. These include MOS skill clinics and demonstrations; static displays such as communications equipment, radar equipment, and vehicles; and MACOM exhibits. They also include sports, clinics and job fairs. Also included in this category are orientation tours of military installations for RA and USAR enlistee prospects and nurse officer prospects. Orientation tours are not to be confused with annual summer training encampments or drill competition for junior reserve officer training corps (JROTC) students. Orientation tours must be initiated, planned, and conducted by USAREC elements with recruiters present throughout the tour. TAIR projects are not to be confused with other ongoing or special programs conducted by commands other than USAREC, which are not part of the TAIR program.

- (2) *Army Awareness Campaign.* These activities will be used to reach the general public through participation in

public activities such as parades, fairs, festivals, community celebrations military open-house functions, and public meetings. These activities may include military equipment displays and presentations; demonstration units such as Rangers, Golden Knights, drill teams, and sports demonstration teams; and MACOM exhibits. They may also include speaker programs with general officers and other prominent spokespersons from the Army bands and ceremonial units (participation must meet the criteria in AR 360-1), and job fairs.

*b.* The MACOMs, FOAs, and USAR will provide maximum support to all elements of the U.S. Army recruiting force in executing the RA and USAR recruiting mission. When RA and USAR resources have been exhausted or when significant cost efficiencies can be made, local recruiters may request ARNG resources through the Adjutant General in the States where the requirement exists.

*c.* The MACOMs and FOAs will provide recruiting support and inform USAREC of funding requirements.

*d.* Personnel and equipment involved in TAIR projects will be from units other than USAREC.

*e.* Because of the importance of role models to young Americans, units supporting TAIR projects will consider giving priority to selection of participants who can perform effectively as role models for the audience to which the Army message is being presented.

*f.* Units with priority of support established by the Rctg Bde boundaries in which they are located, will give second priority for support to other Rctg Bde as requested.

*g.* As exceptions to the Rctg Bde boundary rule, units will give second priority for support to the Rctg Bde in which they are geographically located in tertiary support to all other Rctg Bde, as requested.

## **2-3. Procedures**

*a.* The USAREC will establish operational and administrative procedures and a standard USAREC support request form for requesting TAIR support From all supporting units.

*b.* Early coordination between Rctg Bde/Rctg Bn and supporting units will be effected to facilitate early commitment of TAIR assets and processing of TAIR funding documents.

*c.* The Rctg Bde and Rctg Bn requests for TAIR support will be forwarded to arrive at the supporting unit not less than 45 calendar days prior to the project start date.

*d.* Supporting units will respond to requests for TAIR support not less than 30 calendar days prior to the project start date.

*e.* Scheduling commitments will not be made until the supporting unit or installation has agreed to provide the requested support and any required approval has been obtained. Commitments made to civilian communities and sponsors must be honored, whenever possible.

*f.* Factors that will be considered in determining the priorities and requirements for use of promotional resources are as follows:

(1) HQDA policy.

(2) Impact on mission.

(3) Availability of resources.

(4) Target audience.

(5) Cost effectiveness and efficiency.

(6) Density of promotional support in the area.

(7) Weather conditions which may affect use of promotional resources.

*g.* Requests for USAR man-day space funds required to employ USAR personnel in TAIR projects will be processed according to established USAREC and U.S. Army Forces Command (FORSCOM) policies.

*h.* The TAIR funds will be used to support TAIR projects conducted by USAREC. The TAIR funds will not be used for ongoing or special programs conducted or initiated by other commands unless those projects are in the best interest of the Army recruiting effort as determined by USAREC.

*i.* The TAIR funds may be used to fund travel and per diem, and to reimburse units for fuel, maintenance costs, and other services incurred as a result of USAR and ARNG participation in TAIR projects.

*j.* The ARNG man-day space funds are not available for ARNG personnel through USAREC channels. The TAIR funds cannot be used for this purpose.

*k.* Man-day space funds allocated to USAREC may be used for USAR personnel participating in TAIR projects when funds are available and the project qualifies for such funding. When man-day space funding is not available through USAREC or the USAR unit, USAR assets and personnel may participate during periods of inactive duty training (IDT) if the TAIR project directly enhances unit training or individual training.

*l.* Costs of TAIR projects must be agreed upon between USAREC and the supporting unit. Failure to ensure that adequate funds are available may result in a violation of section 1517, title 31, United States Code (31 USC 1517) and DFAS-IN Regulation 37-1.

*m.* The TAIR projects will be funded by issuance of DD Form 448 (Military Interdepartmental Purchase Request) when travel, transportation, and per diem are involved.



- n.* If funding of travel and transportation, or per diem is not required, DD Form 448 will be used to reimburse all other costs, such as petroleum, oils, and lubricants (POL), and maintenance costs.
- o.* U.S. Army Parachute Team (USAPT) “add-on” costs will be reimbursed by issuance of DD Form 448.
- p.* Supporting units will publish temporary duty (TDY) orders and complete administrative processing for other costs, such as transportation of equipment and special supplies.
- q.* The DD Form 448 will be processed per DFAS-IN Regulation 37–1.

## **Chapter 3**

### **General Officer Sponsor Program**

#### **3–1. Objectives**

The objectives of the GOSP are as follows:

- a.* Increase general officer involvement in the recruiting effort.
- b.* Improve the understanding of, and support for, service in the Army and motivate all Army members to assist in the recruiting effort.
- c.* Help publicize enlistment opportunities and the advantages of Army service to influencers and prospects.
- d.* Provide high level recognition of the recruiter’s efforts to meet recruiting goals.
- e.* Develop new platforms and better methods to convey the Army’s recruiting message to COI’s and prospects.
- f.* Improve relationships with the high school and college markets and improve awareness of Army opportunities.
- g.* Maintain the involvement of U.S. Army General Officers in support of USAREC Total Army recruiting objectives.

#### **3–2. Policy**

- a.* Two general officers (one RA and one USAR), will be invited to serve as a “sponsor” for each Rctg Bn.
- b.* General officers invited to participate in the GOSP should have an appropriate connection, such as an “historical tie” with the geographical area of the Rctg Bn.
- c.* General officer sponsors may be asked to—
  - (1) Participate in Rctg Bn training conferences to help motivate recruiters through recognition of their efforts.
  - (2) Address civic groups, organizations, and other COI to improve the recruiting program.
  - (3) Encourage other prominent Army spokesmen to appear on behalf of the Rctg Bn and for the Army’s recruiting program, consistent with standards of conduct as prescribed in DOD 5500.7–R.
- d.* Other RA, ARNG, USAR general officers, and Civilian Aides to the Secretary of the Army (CASA) may be asked to participate in the GOSP.
- e.* General Officers may be asked to help improve relationship with the high school and college markets and improve awareness of Army opportunities.
- f.* Audiences for general officer sponsors will be selected in the following order of priority:
  - (1) Primary COI’s of high school seniors, graduates, and their parents, and educators and counselors.
  - (2) Media reaching high school seniors and graduates.
  - (3) College students.
  - (4) Potential applicants who are high school seniors and graduates.

#### **3–3. Procedures**

- a.* The USAREC will accomplish the following actions:
  - (1) Coordinate with the Office of General Officer Management (DACS–GOM) to obtain a list of potential RA and USAR general officer sponsors and identify officers with appropriate connections, such as “historical ties” with the geographical areas of specific Rctg Bn.
  - (2) Formally invite the selected general officer to sponsor the designated Rctg Bn.
  - (3) Provide general officer sponsors with fact sheets for their participation in training conferences and other activities.
  - (4) Arrange administrative and logistical support for the sponsor’s participation and provide data on—
    - a.* Mission accomplishments.
    - b.* Current mission, Rctg Bn organization, and strength.
    - c.* The recruiting environment.
    - d.* The need for speakers.
    - e.* Other support in which the sponsor may be able to assist.

(5) Provide the sponsor with periodic updates and speech material, and recommend proposed activities for the sponsor that best support the Rctg Bn.

*b.* Other general officer sponsor involvement. The USAREC will—

(1) Coordinate with the Office of General Officer Management (DACS–GOM) to maintain a current list of general officers, to include colonels promotable, stationed in the continental United States (CONUS).

(2) Coordinate with the OCPA to maintain and update a list of CASAs.

(3) Formally invite appropriate individuals to join the speaker program.

(4) Schedule speaking dates, arrange administrative and logistical support, and provide speaker's packets to include periodic updates of materials and recommended activities.

## **Chapter 4**

### **Educator/Centers of Influence Tour Program**

#### **4-1. Objectives**

The objectives of E/COI Tours in support of RA and USAR recruiting are to—

*a.* Provide tours of Army installations and activities for educators and other centers of influence.

*b.* Pass the following messages to educators and COI's:

(1) Education and training opportunities in the Army are excellent and encourage soldiers to continue their education.

(2) The Army is a choice that should be considered by every graduating senior.

(3) The Army is genuinely interested in the welfare and development of its soldiers.

(4) Many students have limited knowledge of Army opportunities.

(5) Today's Army is competent, well-trained, and proud.

*c.* Directly support the recruiting effort by seeking improved access to schools, directory information, students and graduates, and the scheduling of the ASVAB that is offered by the DOD Student Testing Program which is administered by USMEPCOM.

#### **4-2. Policy**

*a.* The cost of this program will be minimized by conducting E/COI tours at the nearest appropriate installation from where the E/COI reside. The Joint Travel Regulations will be used as the basis to authorize the payment of travel and transportation expenses for E/COI tours.

*b.* Group size for educator tours should be the minimum acceptable to the host installation, generally not less than 14 E/COI and 2 USAREC escorts and not more than 50 E/COI with 3 escorts.

*c.* Although students should not normally be included on educator tours, key students that are clearly centers of influence may be invited on a case-by-case basis.

*d.* Army retirees and members of the RA, USAR, and ARNG who are already familiar with Army opportunities will not normally be included as tour participants.

*e.* Tours may include some pro-Army participants, but the majority should be open minded neutrals and undecided COI's.

*f.* Emphasis should be on including "key COI's" such as counselors, principals, and school board members who can later testify to the quality of Army skill and technical training, and the well-being of young soldiers they have met and can initiate support within their school systems after participating in tours.

#### **4-3. Procedures**

*a.* The USAREC will—

(1) Determine the targeted invitee group and the month and week when they will be available and most likely to participate.

(2) Determine the nearest appropriate site that will attract the target group and the availability of tour dates; contact the installation's tour coordinator and determine an acceptable itinerary; identify available lodging and transportation and their costs; submit a formal request for the tour; obtain the installation's agreement to host the tour for the desired timeframe; confirm the total cost and funding; and approve the tour plan.

(3) Coordinate with the installation or activity being toured for photography assistance as necessary.

(4) Send formal letters of invitation to targeted E/COI. Invitations will include a proposed travel schedule and highlight benefits and points of interest to the invitee. Make follow-up contact to answer questions and develop final acceptance count.

(5) Finalize transportation and lodging arrangements and provide invitational travel orders (ITO) to participants. Continue with follow-up contact to reassure and remotivate invitee participation and minimize cancellations.

- (6) Plan public affairs coverage of tours and prepare/distribute news releases with photos to hometown newspapers. A group color photo will prove a valuable keepsake for each, ensuring goodwill for years following the tour.
- (7) Ensure E/COI safety and comfort during the tour and afterward, until they leave the group to return home.
- b.* A recruiting representative will solicit the E/COI support one time at the onset of the tour and ask the E/COI to fill out an evaluation sheet and a request for recruiter services sheet at the end of the tour. The latter will list available recruiter service so the E/COI participants can become aware they exist and can request them. For example, recruiter presentations to junior and senior high school classes, career day or job fair groups, and career counselor workshops; the scheduling of the ASVAB testing at a school; and the placement of an Army opportunities literature rack at a career counselor's office.
- c.* The tour coordinator will prepare the afteraction report at the end of the tour which will summarize the results reflected on the evaluation sheets and the request for recruiter services sheet turned in by E/COI. The original copies of the evaluation sheet and the request for recruiter services sheet will be sent to the sponsor recruiter for follow-up with E/COI.

## **Chapter 5**

### **Centers of Influence Events Program**

#### **5-1. Objectives**

The objectives of the centers of influence (COI) events in support of RA and USAR recruiting are to

- a.* Sponsor seminars, clinics, or presentations that provide information on Army opportunities to COI.
- b.* Offer COI participants an opportunity to "request recruiter information services" for COI students in their schools or graduates in their communities.
- c.* Solicit COI participants support in behalf of their area youth for whom an Army enlistment may be an attractive alternative.

#### **5-2. Policy**

- a.* Procurement for COI events will be accomplished in accordance with policies and procedures established by the servicing procurement officer. DOD policy states that expenditures will be limited to \$1,000 per event and that requests for exceptions to policy will be forwarded to HQ USAREC for approval; however, HQ USAREC authority to approve exceptions to this policy may be delegated in writing to Rctg Bde commanders. Similarly, HQ USMEPCOM will review and approve requests for exception; however, HQ USMEPCOM may delegate approval authority in writing to sector commanders.
- b.* A meal may be provided incidental to the purpose of COI events.
- c.* Funds for COI events will only pay for meals, refreshments, and non-alcoholic beverages. When cost limits are set, they must include any gratuity and non-exempt tax to preclude cost misjudgements, since gratuities alone can extend the cost by 15 percent.
- d.* Since COI events are business or professional activities, spouses of COI are not normally invited to attend COI events solely because they are their spouses. However, there may be occasion, when in order to address an evening board of education dinner meeting where board member spouses are always present, then it is deemed justifiable to host the spouses as well.
- e.* The COI events should be scheduled early in the day to minimize food costs. Breakfast snacks are cheaper than lunches, which are cheaper than dinner meals. This must be balanced against availability of targeted COI participants at the earlier times.
- f.* Site convenience and attractiveness must be balanced against meal cost economies and the importance of the objectives sought. Targeted COI might respond favorably to a nearby site, that is more expensive, but decline a more distant site that is less expensive.
- g.* The COI who attend one event should not be invited to attend subsequent events on the same topic in the same year.
- h.* Department of the Army (DA) military or civilian personnel required to participate in COI events may consume meals or refreshments provided as part of the event at no cost to the member. This is consistent with guidance contained in DOD 5500.7-R. TAIR participants may be involved in COI events. Examples include a general officer scheduled to speak at a COI event and TAIR skill team demonstrators scheduled to perform at a COI event.
- i.* If the presence of other than DA military or civilian personnel is deemed essential to the conduct of the COI event, the meal for the person will be provided at Government expense. For example, a recruiter's spouse is present because a female member of the invited board of education will not attend (or is reluctant to attend) unless there is another female present.
- j.* COI participants are not authorized to bring guests. They can nominate someone; however, only the person in charge of the COI event can approve the nomination and issue the invitation. This enables the person in charge of the

COI event to keep abreast of acceptances and non-acceptances and relay any meal order changes to the vendor up to the time the meal count must be considered firm.

### **5-3. Procedures**

The procedures of COI events are as follows:

- a.* Identify candidate invitees, their location, and the recruiter support sought from them as a result of hosting them at a COI event.
- b.* Determine when the COI event is needed, the presentation focus, and the desired outcome.
- c.* Assign an event coordinator to prepare the funding request, select the food vendor and a no cost meeting facility; designate the program manager and speakers; and supervise the event.
- d.* Arrange for sending formal letters of invitation to approved invitees; monitor their initial acceptances so that initial meal counts can be relayed to the food vendor; and make reminder calls to acceptors just before the event, to determine a more accurate final meal count and calling the revised count to the vendor to avoid ordering excess meals.
- e.* Devise a means to capture COI pledges of support or COI requests for recruiter services made at the event, so that their area recruiters can conduct the required follow-up.
- f.* Plan public affairs coverage, to include photography, when appropriate; prepare and distribute new releases with photos to COI hometown newspapers as determined appropriate.

## **Chapter 6**

### **Delayed Entry Program/Delayed Training Program Functions**

#### **6-1. Objectives**

The objectives of the DEP/DTP functions in support of RA and USAR recruiting, respectively, are to sponsor gatherings that—

- a.* Help to reinforce the commitment and enlistment decision of members of the DEP/DTP and solicit referrals from them and their guests.
- b.* Enable recruiters to meet prospect guests, answer questions about Army opportunities and options, and interest them in RA and USAR enlistment.
- c.* Enable a prospect to meet with recent DEP/DTP enlistees to discover the basis of their enlistment decisions.

#### **6-2. Policy**

- a.* Procurement for DEP/DTP functions will be accomplished in accordance with policies and procedures established by the servicing procurement officer.
- b.* A meal or refreshment period may be included incidental to the purpose of the DEP/DTP function. Funds will pay for meals, refreshments, and non-alcoholic beverages only, to include any gratuity and non-exempt tax. Functions will be carefully managed to minimize the expense of each.
- c.* The number of USAREC military and DOD civilian host to the number of DEP/DTP members and their guests will not exceed the ratio of one to three for meal authorization. For example, there will not be more than 6 host meals provided when there are 18 DEP/DTP members and guests at a function. This limitation does not apply to mini DEP/DTP functions using recruiter expense allowance funds.
- d.* The DEP/DTP member should be encouraged to bring guests to DEP/DTP functions on a one time basis, such as eligible prospects, parents, a spouse or girl/boy-friend, or close relative who can have a favorable impact on recruiting. The DEP/DTP members may attend more than one function, but should invite different guests.
- e.* The DEP/DTP function may include recreational activities but not include activities where DEP/DTP guests participate in physical activities. The DEP/DTP members who have voluntarily signed a physical training consent agreement may engage in non-contact team sports (that is, softball, touch or flag football, volleyball, basketball). The DEP/DTP personnel and guests will not be included in field or training exercises.
- f.* Any DA military or civilian personnel required to participate in DEP/DTP functions may consume meals or refreshments provided as part of the function at no cost to such personnel. A TAIR participant may be involved in DEP/DTP functions. Examples include skill demonstration team members scheduled to perform at DEP/DTP functions.
- g.* If the presence of a DA military or civilian spouse is deemed essential to encourage female DEP/DTP member participation, the meal or snack for the spouse will be provided at Government expense. This is consistent with guidance contained in DOD 5500.7-R.

#### **6-3. Procedures**

The USAREC will—

- a.* Determine where and how often DEP/DTP functions are needed and the desired focus and outcome of each.

- b.* Determine specific dates, sites, program agendas, and invitee mixes; designate the person to be in charge of the function.
- c.* Coordinate the scheduling of TAIR and other presentation assets, arranging of no cost site and facilities, and funding for meals, refreshments and beverages; arrange photography, as appropriate.
- d.* Send formal letters to DEP/DTP invitees that encourage them to bring guests; ensure follow-up and feedback to determine an accurate final meal count to avoid excess meals.
- e.* Plan public affairs coverage of DEP/DTP functions and prepare and distribute news releases with photos to hometown newspapers, as appropriate.
- f.* Report immediate results of the DEP/DTP function, such as appointments made with guests and new leads for follow-up.

## **Chapter 7**

### **Hometown Recruiter Assistance Program**

#### **7-1. Objectives**

The objective of the Hometown Recruiter Assistance Program (HRAP) is to support the Army's belief that everyone has the responsibility to assist in the Army's recruiting efforts. This is accomplished by:

- a.* Achieving the Chief of Staff of the Army's guidance on Army support to recruiting.
- b.* Allowing new soldiers the opportunity to bridge the gap with America's youth while telling their Army story in their community.
- c.* Allowing soldiers, officer and enlisted, the opportunity to further reinforce the army's commitment to excellence.
- d.* Encouraging Regular Army Noncommissioned Officers to participate in HRAP as a means to assist and experience recruiting within USAREC.

#### **7-2. Policy**

- a.* The Deputy Chief of Staff for Personnel (DCSPER) has overall responsibility for maintaining policy and procedures for this program.
- b.* CG, U.S. Army Personnel Command (PERSCOM) will:
  - (1) Control personnel actions for HRAP under this regulation.
  - (2) Effectively promote this program within the personnel community.
- c.* CG, Training and Doctrine Command (TRADOC); CG, Forces Command (FORSCOM) and all MACOMs will:
  - (1) Ensure their installations establish an HRAP POC for processing electronic applications using the HRAP database.
  - (2) Educate commanders at all levels of the Army on the program and its importance in the recruiting process.
- d.* CG, U.S. Army Recruiting Command (USAREC) has overall responsibility for HRAP and:
  - (1) Establishing an HRAP manager responsible for supervising and managing the HRAP program.
  - (2) Educating commanders at all levels of the Army on the program and its impact on recruiting mission achievement.
  - (3) Publishing supplemental guidance with respect to the operational and functional requirements internal to USAREC.

#### **7-3. Procedures**

HRAP is an exception to PTDY guidelines in AR 600-8-10. As an exception to AR 600-8-10, paragraph 5-32 and 5-33, HRAP duty is authorized for PTDY and HRAP participants may conduct public business. Volunteers who participate in the HRAP in a PTDY status are not authorized to claim reimbursement for travel expenses and per diem allowances for the period of PTDY. As an exception to AR 600-8-10 paragraph 5-31, the first LTC in the soldier's chain of command may approve PTDY for a period up to 14 days. CG, USAREC may approve/disapprove extensions beyond the original HRAP period of 14 days, but may not extend anyone beyond a total of 20 days HRAP duty under this program. The approval will be annotated in block 15 of DA Form 31, Request and Authority for Leave, by the CG, USAREC (may be delegated to recruiting brigade or battalion commanders). Soldiers who are currently on leave and meet the requirements in paragraph 7-3a may be permitted to participate in HRAP. Under these circumstances the approval authority is the recruiting battalion commander. USAREC will not extend HRAP past end date annotated in block 10 of original DA Form 31. Approval for HRAP duty for those classified, as walk in, will be annotated on the DA Form 31 in the same manner as described in this regulation for other participants. Extensions up to 20 days maximum for HRAP must be submitted no later than 72 hours prior to scheduled HRAP end date and all extensions beyond the leave date in block 10 will be the responsibility of the soldier and their parent unit.

- a.* Qualifications to participate in HRAP:
  - (1) Volunteer to perform duty in a permissive TDY status at no cost to the government.

- (2) Be a high school diploma graduate, have completed a GED, or completed 15 semester hours of college; exceptions will be approved/disapproved by soldier's first LTC in his/her chain of command.
  - (3) Be an Army Civilian Acquired Skills Program (ACASP) basic training graduate or advanced individual training (AIT) graduate or one station unit training (OSUT) graduate enroute to first duty assignment or permanent party soldier.
  - (4) Soldiers must return to their hometown or area in which they are familiar (i.e. high school or post secondary school, local employment, civic organizations), to give them optimum opportunity to assist in local recruiting efforts. Note: recruiting station commanders may nominate soldiers for HRAP participation by annotating in the remarks section of DD Form 1966 series, Record of Military Processing-Armed Forces of the United States.
  - (5) Must reside within 50 miles of the recruiting station they are assigned to support and have personal/public transportation available to and from recruiting station.
  - (6) HRAP participant must not be flagged.
  - (7) Have an approved DA Form 31 signed by the first LTC in the soldier's chain of command.
  - (8) TRADOC initial entry training sites, in coordination with PERSCOM assignments, will ensure that appropriate steps are taken to establish HRAP participation in conjunction with reporting dates to first duty assignment CONUS or OCONUS.
- b. Volunteer procedures for enlisted soldiers:*
- (1) Meet all requirements of paragraph 7-3a of this regulation.
  - (2) Applicants will complete DA Form 31 (see fig 7-1) and submit through chain of command.
  - (3) Installation HRAP POC must submit electronic HRAP application to the USAREC HRAP manager who will approve/disapprove and assign to recruiting stations electronically. Installation HRAP POC will notify HRAP applicant of approval/disapproval and recruiting station assignment.
  - (4) Established port call dates may not be changed to participate in HRAP.
  - (5) Soldiers may voluntarily terminate their participation in the HRAP at any time and return/proceed to their normal/scheduled duty location.
  - (6) Installation HRAP POC must enter appropriate information to input/update applicant's record in HRAP database (i.e. applied, ship, etc).
- c. Duty requirements for HRAP participants:*
- (1) Soldier will report to the designated recruiting station on the day HRAP commences with approved DA Form 31.
  - (2) Perform multiple-recruiting tasks to support the recruiting activities in and around the local recruiting station.
  - (3) Work no more than 24 hours per week performing HRAP duties.
  - (4) Station commander will complete DA Form 31, block 17 by annotating HRAP start/end dates and signing to verify completion of HRAP participation prior to releasing HRAP participant.
  - (5) Soldier is responsible to hand carry DA Form 31 to parent/gaining unit to complete processing of PTDY and leave dates. This will ensure that soldiers receive proper credit for PTDY and leave. (Note: HQ, USAREC maintains duty period on database and is not required to maintain residual copy of DA Form 31.)
- d. HRAP participants will not:*
- (1) Drive applicants to Military Entrance Processing Center (MEPS) or medical appointments.
  - (2) Run police/court record checks or requests for references.
  - (3) Drive government owned vehicles.
- e. Recruiting Station Commander will—*
- (1) Make maximum use of HRAP participants within the community.
  - (2) Brief HRAP participants on:
    - (a) Duties and responsibilities.
    - (b) Recruiting station chain of command and mission.
    - (c) Basic MEPS overview.
    - (d) Basic lead producing activities.
    - (e) Recruiting improprieties, policies and procedures.
    - (f) Uniform code of military justice jurisdiction (jurisdiction remains with the parent installation).
    - (g) Reinforce importance of soldier maintaining DA Form 31 for proper credit of HRAP duty and leave when they arrive at or return to gaining/parent installation.
  - (3) Evaluate HRAP participants based on personal behavior, military bearing and release soldiers based on the following reasons:
    - (a) Soldier Choice.
    - (b) Medical.
    - (c) Motivation.
    - (d) Ineffectiveness.

- (e) Cancelled by station commander.
- (f) Discipline.
- (4) Update electronic HRAP database within 48 hours of projected arrival/departure. Annotate arrival, departure and productivity data on each HRAP participant in HRAP database.
- f. Officer participation in HRAP.
  - (1) Follow volunteer procedures as stated in 7-3 b(2).
  - (2) In order for officers to be utilized most effectively:
    - (a) Officers will coordinate directly with the recruiting battalion executive officer where they are volunteering for HRAP in a PTDY status. Officer volunteers should be made aware that they are not authorized per diem while participating in HRAP as stated in paragraph 3.
    - (b) Recruiting battalion will be responsible for submitting HRAP application, production data and completion date into the HRAP database.
    - (c) Recruiting battalion executive officer and recruiting company commander will determine the best way to utilize the officer during HRAP duty. Itinerary and duties will be commensurate with his/her grade.
- g. Awards and recognition of HRAP participants: Commanders at all levels are encouraged to recognize outstanding performance of duty and forward military award recommendations to soldier's unit.
- h. Soldiers who have mandatory follow-on training after AIT (i.e. Airborne training, air assault training):
  - (1) Are eligible to participate in HRAP following completion of mandatory follow-on training.
  - (2) Should be considered for this program while waiting for class start date if time permits.
- i. Submission of all HRAP applications to HRAP Website will be submitted online via the internet at <http://www.usarec.army.mil>.
  - (1) IET (AIT/OSUT) soldiers will be entered by TRADOC installations/schools.
  - (2) USAREC personnel will enter all other HRAP applications, including walk-in volunteers.
  - (3) All others will be submitted by the recommending Army installation.
- j. IET (AIT/OSUT) installation HRAP POC will request HRAP Website user-ids and passwords from [hrap@monroe.army.mil](mailto:hrap@monroe.army.mil) and recruiting organizations will request HRAP Website user-ids and passwords from [hq-hrap@usarec.army.mil](mailto:hq-hrap@usarec.army.mil).

REQUEST AND AUTHORITY FOR LEAVE				1. CONTROL NUMBER	
This form is subject to the Privacy Act of 1974. For use of this form, see AR 600-8-10. The proponent agency is ODCSPER. (See instructions on reverse.)					
<b>PART I</b>					
2. NAME (Last, First, Middle Initial) Tench, Chuck S.		3. SSN 123-45-6789		4. RANK PV2	
5. DATE 14 SEP 00		6. LEAVE ADDRESS (Street, City, State, ZIP Code and Phone No.) 123 Main Street Hometown, USA 12345 888-555-1234		7. TYPE OF LEAVE <input type="checkbox"/> ORDINARY <input type="checkbox"/> EMERGENCY <input checked="" type="checkbox"/> PERMISSIVE TDY <input type="checkbox"/> OTHER <u>HRAP Duty and Leave</u>	
8. ORGN, STATION, AND PHONE NO. AIT UNIT		9. NUMBER DAYS LEAVE			
a. ACCRUED		b. REQUESTED 30		c. ADVANCED	
d. EXCESS		10. DATES		a. FROM 1 Nov 00	
b. TO 30 Nov 00		11. SIGNATURE OF REQUESTOR <i>Chuck E. Tench</i>		12. SUPERVISOR RECOMMENDATION/SIGNATURE <input checked="" type="checkbox"/> APPROVAL <input type="checkbox"/> DISAPPROVAL <i>Mike Rogers</i>	
13. SIGNATURE AND TITLE OF APPROVING AUTHORITY <i>Matt Keller, LTC, AR Commanding</i>		14. DEPARTURE			
a. DATE		b. TIME		c. NAME/TITLE/SIGNATURE OF DEPARTURE AUTHORITY	
15. EXTENSION					
a. NUMBER DAYS		b. DATE APPROVED		c. NAME/TITLE/SIGNATURE OF APPROVAL AUTHORITY CG, USAREC or designated Rctg Bde Cdr/Rctg Bn Cdr	
16. RETURN					
a. DATE		b. TIME		c. NAME/TITLE/SIGNATURE OF RETURN AUTHORITY	
17. REMARKS I read and understand the statement in Table 5-16, step 3 in AR 600-8-10. (Initials <u>CET</u> ) . Approved HRAP dates: 1 Nov 00 to 20 Nov 00. HRAP dates from <u>1 May 01</u> to <u>30 May 01</u> . RS Commander Signature <u>Erick Hoversholm</u> RS Commander telephone number: <u>(502) 626-1234</u> <div style="text-align: right;">Chargeable leave is from _____ to _____</div>					
<b>PART II - EMERGENCY LEAVE TRANSPORTATION AND TRAVEL</b>					
18. You are authorized to proceed on official travel in connection with emergency leave and upon completion of your leave and travel will return to home station (or location) designated by military orders. You are directed to report to the Aerial Port of Embarkation (APOE) for onward movement to the authorized international airport designated in your travel documents. All additional travel is chargeable to leave. Do not depart the installation without reservations or tickets for authorized space required transportation. File a no-pay travel voucher with a copy of your travel documents or boarding pass within 5 working days after your return. Submit request for leave extension to your commander. The American Red Cross can assist you in notifying your commander of your request for extension of leave.					
19. INSTRUCTIONS FOR SCHEDULING RETURN TRANSPORTATION:  For return military travel reservations in CONUS call the MAC Passenger Reservation Center (PRC): Should you require other assistance call PAP:					
20. DEPARTED UNIT		21. ARRIVED APOD		22. ARRIVED APOE (return only)	
23. ARRIVED HOME UNIT					
<b>PART III - DEPENDENT TRAVEL AUTHORIZATION</b>					
24. <input type="checkbox"/> (Space available or required cash reimbursable) <input type="checkbox"/> ONE WAY <input type="checkbox"/> ROUND TRIP					
25. <input type="checkbox"/> (Space required) TRANSPORTATION AUTHORIZED FOR DEPENDENTS LISTED IN BLOCK NO. 25					
<b>DEPENDENT INFORMATION</b>					
a. DEPENDENTS (Last name, First, MI)		b. RELATIONSHIP		c. DATES OF BIRTH (Children)	
d. PASSPORT NUMBER					
<b>PART IV - AUTHENTICATION FOR TRAVEL AUTHORIZATION</b>					
26. DESIGNATION AND LOCATION OF HEADQUARTERS				27. ACCOUNTING CITATION	
28. DATE ISSUED		29. TRAVEL ORDER NUMBER		30. ORDER AUTHORIZING OFFICIAL (Title and signature) OR AUTHENTICATION	

DA FORM 31, SEP 93

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USAPPC V4.00

Figure 7-1. Sample of completed DA Form 31 for HRAP Duty and Leave



## **Appendix A References**

### **Section I Required Publications**

#### **AR 11-2**

Management Control. (Cited in para 1-9m.)

#### **AR 215-1**

Morale, Welfare, and Recreation Activities and Nonappropriated Fund Instrumentalities. (Cited in para 1-10q.)

#### **AR 360-1**

The Army Public Affairs Program. (Cited in para 2-2a and 3-2c(3)).

#### **DFAS-IN Regulation 37-1**

Army Accounting Guidance and Fund Control. (Cited in para 2-1, 2-3(l)q .) [www.asafm.army.mil](http://www.asafm.army.mil)

#### **AR 600-8-10**

Leaves and Passes. (Cited in para 7-3.)

#### **DOD 5500.7-R**

Standards of Conduct. (Cited in para 3-2c3, 5-2h, and 6-2g.) [www.web7.whs.osd.mil](http://www.web7.whs.osd.mil)

### **Section II Related Publications**

#### **AR 135-200**

Missions, Projects, and for Reserve Component Soldiers

#### **AR 600-8-105**

Military Orders

#### **AR 601-208**

Recruiting/Enlistment Advertising Program

#### **JFTR**

Joint Federal Travel Regulations [www.dtic.mil](http://www.dtic.mil)

### **Section III Prescribed Forms**

This section contains no entries.

### **Section IV Referenced Forms**

#### **DA Form 31**

Request and Authority for Leave

#### **DD Form 448**

Military Interdepartmental Purchase Request

#### **DD Form 1966 Series**

Record of Military Processing — Armed Forces of the United States

## **Glossary**

### **Section I Abbreviations**

#### **ACES**

Army Continuing Education Program

#### **AIT**

Advanced Individual Training

#### **ARNG**

Army National Guard

#### **ASVAB**

Armed Services Vocational Aptitude Battery

#### **CASA**

Civilian Aide to the Secretary of the Army

#### **CG, PERSCOM**

Commanding General, U.S. Army Personnel Command

#### **CG, USAREC**

Commanding General, U.S. Army Recruiting Command

#### **COI**

Centers of Influence

#### **CONUS**

Continental United States

#### **DA**

Department of the Army

#### **DCSPER**

Deputy Chief of Staff for Personnel

#### **DEP**

Delayed Entry Program

#### **DOD**

Department of Defense

#### **DTP**

Delayed Training Program

#### **E/COI**

Educator/Centers of Influence

#### **FOA**

Field Operating Agency

#### **FORSCOM**

Forces Command

#### **GOSP**

General Officer Speaker Program

#### **HRAP**

Hometown Recruiter Assistance Program

**HRAP POC**

Hometown Recruiter Assistance Program Point of Contact

**HSDG**

High School Diploma Graduate

**IDT**

Inactive Duty Training

**IET**

Initial Entry Training

**IRR**

Individual Ready Reserve

**ITO**

Invitational Travel Orders

**JROTC**

Junior Reserve Officer Training Corps

**MACOM**

Major Army Command

**MOS**

Military Occupational Specialty

**NGB**

National Guard Bureau

**OCPA**

Office of the Chief of Public Affairs

**POL**

Petroleum, Oils, and Lubricants

**RA**

Regular Army

**REACT**

Rapid Electronic Advertising Coupon

**Rctg Bn**

Recruiting Battalion

**Rctg Bde**

Recruiting Brigade

**ROTC**

Reserve Officer Training Corps

**RPI**

Recruiting Publicity Items

**TAIR**

Total Army Involvement in Recruiting

**TDY**

Temporary Duty

**TSC**

Test Score Category

**USAPT**

U.S. Army Parachute Team

**USAREC**

U.S. Army Recruiting Command

**USAR**

U.S. Army Reserve

**USMEPCOM**

U.S. Military Entrance Processing Command

**1st Rctg Bde**

U.S. Army 1st Recruiting Brigade

**2d Rctg Bde**

U.S. Army 2d Recruiting Brigade

**3rd Rctg Bde**

U.S. Army 3rd Recruiting Brigade

**5th Rctg Bde**

U.S. Army 5th Recruiting Brigade

**6th Rctg Bde**

U.S. Army 6th Recruiting Brigade

**Section II****Terms****Army awareness campaign**

A secondary recruiting support campaign intended to promote understanding of the Army by the general public through participation in public events by Army promotional assets.

**Army recruiting force**

All recruiting elements of USAREC, ARNG, and USAR.

**Awareness activities**

Activities designated to create a favorable impression of the Army such as skills demonstrations, participation in parades, or other events.

**Centers of Influence**

Individuals who can help develop a better image of the Army, influence individuals to enlist in an Army program, or refer names of leads to Army recruiters. They can be civic or business leaders, educators, members of professional groups, groups of high school or college students identified as class leaders or influencers, news media representatives, nurses, convention officials, or other influential individuals or groups.

**Gaining chain of command**

Chain of command that soldier is to report to as it reads on his permanent change of station orders.

**General Officer Sponsor Program**

A program to increase general officer involvement in recruiting activities by inviting general officers to sponsor each Rctg Bn. Functions include participation in Rctg Bn training conferences, addressing civic organizations and COI events, and influencing other Army spokespersons to support recruiting. Also, the identification of general officers who have appropriate connections, such as "hometown ties" and can return to these locales to address civic and fraternal organizations, schools, and other organizations on Army opportunities.

## **Leads**

Information pertaining to prospects for Army enlistment. Leads should contain a name and address or phone number of a potential recruit.

## **Promotional assets**

Any asset which has the potential of generating leads and creating increased awareness of opportunities available in the Total Army such as skill clinics, equipment displays, and speakers.

## **Parent chain of command**

Chain of command that approved HRAP permissive TDY duty.

## **Prospect**

An individual who has indicated interest in an enlistment or commission through face-to-face contact, telephonic contact, rapid electronic Advertising Coupon Transmission (REACT), or COI, DEP/DTP member, hometown recruiter aide referral.

## **Prospect campaign**

The main campaign directed under the TAIR program. This campaign is intended to reach the primary audience and increase enlistments of high school diploma graduate and high school senior accessions into the DEP and DTP by placing Army promotional assets in high schools and colleges.

## **TAIR program manager**

Any individual in USAREC who manages the TAIR program on a daily basis and is directly involved with funding and coordination of TAIR events and providing information pertinent to the TAIR program as required. TAIR projects, by category, are the following:

*a. Army parachute team projects.* Projects involving presentations made by members of Army parachute teams in high school and college classrooms. Army precision parachuting team demonstrating at large public gatherings such as pro-football games and other national interest level events.

*b. Bands.* Elements from Army bands conducting skill clinic presentations at high schools and colleges, or skill auditions with prospects interested in the band MOS. Band concerts or marching bands or combos employed to perform in-house concerts or march and perform in public events or high schools. This category also includes Army choral groups.

*c. Drill teams and ceremonial units.* Elements of the Army Drill Team or ceremonial units which conduct skill clinic demonstrations at high schools and colleges. Army drill teams, historical cavalry units, or color guards marching in public events or high schools. Includes posting of the colors at sports and other ceremonial type activities.

*d. MOS skill clinics.* Skill team presentations to prospects in high school and college classrooms. These may consist of one Army sourced military language instructor from the Defense Language Institute visiting a high school or college foreign language classroom. These projects may also include showing and demonstrating easily transportable equipment which can be taken into the classroom.

*e. Sports clinics.* Contingents from Army sports teams presenting sports skill demonstrations to prospects at high schools and colleges. These teams include individuals recognized by officials from installation recreation and sports activities office who possess above average sport skills. Such projects draw the attention of prospects to the Army with recruiters present to answer Army career opportunity questions. Contingents from Army sports teams performing as a special attraction at national interest level public events such as pro-football games.

*f. Exhibits and displays.* Manned static Army displays, such as communications equipment, radar equipment, and vehicles as well as MACOM equipment, exhibits, or displays placed on the grounds of high schools and colleges. Manned static Army displays at fair grounds or other similar public festivals.

*g. General officer speakers.* RA and USAR general officers (includes CASAs) addressing high school seniors or graduates and college students. RA and USAR general officers (includes CASAs) also addresses civic organizations and other COI groups.

*h. Installation orientation tours.* One day informational guided tours for RA and USAR prospects at Army installations and activities which highlight Army skill opportunities, equipment, and training.

*Total Army Involvement in Recruiting (TAIR).* Recurring and continued involvement of the entire Army supporting the U.S. Army recruiting effort by providing personnel and equipment for use in promotional activities.

*TAIR unit support coordinator.* Any individual at supporting unit level who is responsible for coordinating the scheduling and funding of TAIR projects with USAREC activities and other elements of the supporting unit.

## **USAREC HRAP Manager**

Any individual in USAREC who manages the HRAP program on a daily basis and is directly involved with coordination of HRAP participants and providing information pertinent to the HRAP program as required.

## **Section III**

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This section contains no entries.

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DATE: 04-17-01

TIME: 09:35:28

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